

MERCHANT & GOULD P.C.

United States Patent Application

COMBINED DECLARATION AND POWER OF ATTORNEY

I, the below named inventor I hereby declare that: my residence, post office address and citizenship are as stated below next to my name; that

I verily believe I am the original, first and sole inventor (if only one name is listed below) or a joint inventor (if plural inventors are named below) of the subject matter which is claimed and for which a patent is sought on the invention entitled: METHOD AND SYSTEM FOR DELIVERING TECHNOLOGY AGNOSTIC RICH MEDIA CONTENT WITHIN AN EMAIL, BANNER AD, AND WEB

The specification of which

- a. ☐ is attached hereto
b. ☒ was filed on February 25, 2002 as application serial no. 10/084,258. and was amended on (if applicable) (in the case of a PCT-filed application) described and claimed in international no. filed and as amended on (if any), which I have reviewed and for which I solicit a United States patent.

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

I hereby claim foreign priority benefits under Title 35, United States Code, § 119/365 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on the basis of which priority is claimed:

- a. ☒ no such applications have been filed.
b. ☐ such applications have been filed as follows:

FOREIGN APPLICATION(S), IF ANY, CLAIMING PRIORITY UNDER 35 USC § 119			
COUNTRY	APPLICATION NUMBER	DATE OF FILING (day, month, year)	DATE OF ISSUE (day, month, year)
ALL FOREIGN APPLICATION(S), IF ANY, FILED BEFORE THE PRIORITY APPLICATION(S)			
COUNTRY	APPLICATION NUMBER	DATE OF FILING (day, month, year)	DATE OF ISSUE (day, month, year)

I hereby claim the benefit under Title 35, United States Code, § 120/365 of any United States and PCT international application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, § 112, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, § 1.56(a) which occurred between the filing date of the prior application and the national or PCT international filing date of this application.

U.S. APPLICATION NUMBER	DATE OF FILING (day, month, year)	STATUS (patented, pending, abandoned)
10/046,135	January 11, 2002	Pending

I hereby claim the benefit under Title 35, United States Code § 119(e) of any United States provisional application(s) listed below:

U.S. PROVISIONAL APPLICATION NUMBER	DATE OF FILING (Day, Month, Year)
60/271,035	February 23, 2001

I acknowledge the duty to disclose information that is material to the patentability of this application in accordance with Title 37, Code of Federal Regulations, § 1.56 (reprinted below):

§ 1.56 Duty to disclose information material to patentability.

(a) A patent by its very nature is affected with a public interest. The public interest is best served, and the most effective patent examination occurs when, at the time an application is being examined, the Office is aware of and evaluates the teachings of all information material to patentability. Each individual associated with the filing and prosecution of a patent application has a duty of candor and good faith in dealing with the Office, which includes a duty to disclose to the Office all information known to that individual to be material to patentability as defined in this section. The duty to disclose information exists with respect to each pending claim until the claim is canceled or withdrawn from consideration, or the application becomes abandoned. Information material to the patentability of a claim that is canceled or withdrawn from consideration need not be submitted if the information is not material to the patentability of any claim remaining under consideration in the application. There is no duty to submit information which is not material to the patentability of any existing claim. The duty to disclose all information known to be material to patentability is deemed to be satisfied if all information known to be material to patentability of any claim issued in a patent was cited by the Office or submitted to the Office in the manner prescribed by §§ 1.97(b)-(d) and 1.98. However, no patent will be granted on an application in connection with which fraud on the Office was practiced or attempted or the duty of disclosure was violated through bad faith or intentional misconduct. The Office encourages applicants to carefully examine:

- (1) prior art cited in search reports of a foreign patent office in a counterpart application, and
 - (2) the closest information over which individuals associated with the filing or prosecution of a patent application believe any pending claim patentably defines, to make sure that any material information contained therein is disclosed to the Office.
- (b) Under this section, information is material to patentability when it is not cumulative to information already of record or being made of record in the application, and
- (1) It establishes, by itself or in combination with other information, a prima facie case of unpatentability of a claim;
- or
- (2) It refutes, or is inconsistent with, a position the applicant takes in:
 - (i) Opposing an argument of unpatentability relied on by the Office, or
 - (ii) Asserting an argument of patentability.

A prima facie case of unpatentability is established when the information compels a conclusion that a claim is unpatentable under the preponderance of evidence, burden-of-proof standard, giving each term in the claim its broadest reasonable construction consistent with the specification, and before any consideration is given to evidence which may be submitted in an attempt to establish a contrary conclusion of patentability.

- (c) Individuals associated with the filing or prosecution of a patent application within the meaning of this section are:
- (1) Each inventor named in the application;
 - (2) Each attorney or agent who prepares or prosecutes the application; and
 - (3) Every other person who is substantively involved in the preparation or prosecution of the application and who is associated with the inventor, with the assignee or with anyone to whom there is an obligation to assign the application.
- (d) Individuals other than the attorney, agent or inventor may comply with this section by disclosing information to the attorney, agent, or inventor.
- (e) In any continuation-in-part application, the duty under this section includes the duty to disclose to the Office all information known to the person to be material to patentability, as defined in paragraph (b) of this section, which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby appoint the following attorney(s) and/or patent agent(s) to prosecute this application and to transact all business in the Patent and Trademark Office connected herewith:

Albrecht, John W.	Reg. No. 40,481	Leonard, Christopher J.	Reg. No. 41,940
Ali, M. Jeffer	Reg. No. 46,359	Liepa, Mara E.	Reg. No. 40,066
Altera, Allan G.	Reg. No. 40,274	Lindquist, Timothy A.	Reg. No. 40,701
Anderson, Gregg I.	Reg. No. 28,828	Lown, Jean A.	Reg. No. 48,428
Batzli, Brian H.	Reg. No. 32,960	Mayfield, Denise L.	Reg. No. 33,732
Beard, John L.	Reg. No. 27,612	McDonald, Daniel W.	Reg. No. 32,044
Berns, John M.	Reg. No. 43,496	McIntyre, Jr., William F.	Reg. No. 44,921
Branch, John W.	Reg. No. 41,633	Mitchem, M. Todd	Reg. No. 40,731
Brown, Jeffrey C.	Reg. No. 41,643	Mueller, Douglas P.	Reg. No. 30,300
Bruess, Steven C.	Reg. No. 34,130	Nelson, Anna M.	Reg. No. 48,935
Byrne, Linda M.	Reg. No. 32,404	Paley, Kenneth B.	Reg. No. 38,989
Campbell, Keith	Reg. No. 46,597	Parsons, Nancy J.	Reg. No. 40,364
Carlson, Alan G.	Reg. No. 25,959	Pauly, Daniel M.	Reg. No. 40,123
Caspers, Philip P.	Reg. No. 33,227	Phillips, John B.	Reg. No. 37,206
Clifford, John A.	Reg. No. 30,247	Pino, Mark J.	Reg. No. 43,858
Cook, Jeffrey	Reg. No. 48,649	Prendergast, Paul	Reg. No. 46,068
Daignault, Ronald A.	Reg. No. 25,968	Pytel, Melissa J.	Reg. No. 41,512
Daley, Dennis R.	Reg. No. 34,994	Qualey, Terry	Reg. No. 25,148
Daulton, Julie R.	Reg. No. 36,414	Reich, John C.	Reg. No. 37,703
DeVries Smith, Katherine M.	Reg. No. 42,157	Reiland, Earl D.	Reg. No. 25,767
DiPietro, Mark J.	Reg. No. 28,707	Samuels, Lisa A.	Reg. No. 43,080
Doscotch, Matthew A.	Reg. No. P-48,957	Schmaltz, David G.	Reg. No. 39,828
Edell, Robert T.	Reg. No. 20,187	Schuman, Mark D.	Reg. No. 31,197
Epp Ryan, Sandra	Reg. No. 39,667	Schumann, Michael D.	Reg. No. 30,422
Glance, Robert J.	Reg. No. 40,620	Scull, Timothy B.	Reg. No. 42,137
Goff, Jared S.	Reg. No. 44,716	Sebald, Gregory A.	Reg. No. 33,280
Goggin, Matthew J.	Reg. No. 44,125	Skoog, Mark T.	Reg. No. 40,178
Golla, Charles E.	Reg. No. 26,896	Spellman, Steven J.	Reg. No. 45,124
Gorman, Alan G.	Reg. No. 38,472	Stewart, Alan R.	Reg. No. 47,974
Gould, John D.	Reg. No. 18,223	Stoll-DeBell, Kirstin L.	Reg. No. 43,164
Gregson, Richard	Reg. No. 41,804	Sullivan, Timothy	Reg. No. 47,981
Gresens, John J.	Reg. No. 33,112	Sumner, John P.	Reg. No. 29,114
Hamer, Samuel A.	Reg. No. 46,754	Swenson, Erik G.	Reg. No. 45,147
Hanire, Curtis B.	Reg. No. 29,165	Tellekson, David K.	Reg. No. 32,314
Harrison, Kevin C.	Reg. No. 46,759	Trembath, Jon R.	Reg. No. 38,344
Hertzberg, Brett A.	Reg. No. 42,660	Tunheim, Marcia A.	Reg. No. 42,189
Hillson, Randall A.	Reg. No. 31,838	Underhill, Albert L.	Reg. No. 27,403
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Jardine, John S.	Reg. No. P-48,835	Weaver, Paul L.	Reg. No. 48,640
Johns, Nicholas P.	Reg. No. 48,995	Welter, Paul A.	Reg. No. 20,890
Johnston, Scott W.	Reg. No. 39,721	Whipps, Brian	Reg. No. 43,261
Kadievitch, Natalie D.	Reg. No. 34,196	Whitaker, John E.	Reg. No. 42,222
Kaseburg, Frederick A.	Reg. No. 47,695	Wier, David D.	Reg. No. P-48,229
Kettelberger, Denise	Reg. No. 33,924	Williams, Douglas J.	Reg. No. 27,054
Keys, Jeramie J.	Reg. No. 42,724	Withers, James D.	Reg. No. 40,376
Knearl, Homer L.	Reg. No. 21,197	Witt, Jonelle	Reg. No. 41,980
Kowalchyk, Alan W.	Reg. No. 31,535	Wong, Thomas S.	Reg. No. 48,577
Kowalchyk, Katherine M.	Reg. No. 36,848	Wu, Tong	Reg. No. 43,361
Lacy, Paul E.	Reg. No. 38,946	Young, Thomas	Reg. No. 25,796
Larson, James A.	Reg. No. 40,443	Zeuli, Anthony R.	Reg. No. 45,255

I hereby authorize them to act and rely on instructions from and communicate directly with the person/assignee/attorney/firm/ organization who/which first sends/sent this case to them and by whom/which I hereby declare that I have consented after full disclosure to be represented unless/until I instruct Merchant & Gould P.C. to the contrary.

I understand that the execution of this document, and the grant of a power of attorney, does not in itself establish an attorney-client relationship between the undersigned and the law firm Merchant & Gould P.C., or any of its attorneys.

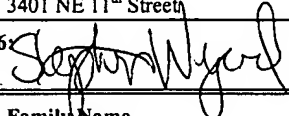
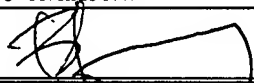
Please direct all correspondence in this case to Merchant & Gould P.C. at the address indicated below:

Merchant & Gould P.C.
P.O. Box 2903
Minneapolis, MN 55402-0903



I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

2	Full Name Of Inventor	Family Name Hegde	First Given Name Kiran	Second Given Name Venkatesh
0	Residence & Citizenship	City Redmond	State or Foreign Country Washington	Country of Citizenship United States
1	Mailing Address	Address 15618 NE 106 th Court	City Redmond	State & Zip Code/Country Washington 98052 / USA
Signature of Inventor 201:			Date: 4/19/02	
2	Full Name Of Inventor	Family Name McGrath, III	First Given Name Raymond	Second Given Name Edward
0	Residence & Citizenship	City Bellevue	State or Foreign Country Washington	Country of Citizenship United States
2	Mailing Address	Address 3102 - 92 nd Avenue NE	City Bellevue	State & Zip Code/Country Washington 98004 / USA
Signature of Inventor 202:			Date: 4/19/2002	
2	Full Name Of Inventor	Family Name Kind	First Given Name Jason	Second Given Name Matthew Walter
0	Residence & Citizenship	City Shoreline <i>Bothell JK</i>	State or Foreign Country Washington	Country of Citizenship United States
3	Mailing Address	Address <i>8519 NE 176th St. JK</i> 16031 11th Avenue NE	City <i>Bothell JK</i> Shoreline	State & Zip Code/Country <i>98011 JK</i> Washington 98155 / USA
Signature of Inventor 203:			Date: 4/19/2002	
2	Full Name Of Inventor	Family Name Krause	First Given Name Eric	Second Given Name Kane
0	Residence & Citizenship	City Woodinville	State or Foreign Country Washington	Country of Citizenship United States
4	Mailing Address	Address 17520 167 th Avenue NE	City Woodinville	State & Zip Code/Country Washington 98072 / USA
Signature of Inventor 204:			Date: 4/19/02	
2	Full Name Of Inventor	Family Name DeWitt	First Given Name Josiah	Second Given Name (none)
0	Residence & Citizenship	City Renton	State or Foreign Country Washington	Country of Citizenship United States
5	Mailing Address	Address <i>1892 5th AVE NE SD</i> 408 Monroe Avenue NE, Suite 305	City Renton	State & Zip Code/Country Washington 98056 / USA
Signature of Inventor 205:			Date: 4/19/02	

2	Full Name Of Inventor	Family Name Wyand	First Given Name Stephen	Second Given Name M.
0	Residence & Citizenship	City Renton	State or Foreign Country Washington	Country of Citizenship United States
6	Mailing Address	Address 3401 NE 11 th Street	City Renton	State & Zip Code/Country Washington 98056 / USA
Signature of Inventor 206: 			Date: 4/19/02	
2	Full Name Of Inventor	Family Name Young	First Given Name Brian	Second Given Name David
0	Residence & Citizenship	City Seattle	State or Foreign Country Washington	Country of Citizenship United States
7	Mailing Address	Address 9717 8 th Avenue NW	City Seattle	State & Zip Code/Country Washington 98117 / USA
Signature of Inventor 207: 			Date: 4-19-02	